

Idea Generation

Joe, George, Pablo



Pablo - Idea Generation

- Intro with Logo animation
- General shots montage with music playing over
- Short interview with Patrick on introduction to the academy over general shots of facilities, training, coaching, matches etc.
- What is special about their academy, how it is ran, details of it
- Talk a bit about some of the players who have made it to professional clubs - good examples of the progress they make
- Player interview about academy
- End on 10 year anniversary, progress so far and future hopes
- Call to action at end of mini documentary ie. get involved here, visit website, social media pages
- During all audio content, have some visuals of the interview, but also lots of other shots over

Pablo - Idea Generation



Pablo - Inside BIC's Football Academy

- Moving Image Edit of Logo
- GV's of Training Ground, Facilities, Players playing with text of BIC Academy text
- Short introduction of BIC Academy with Patrick - what they do, how long for, progression, development of players - details of the academy
- Interview with current academy player - talk about how much it helps young players like him develop
- Patrick talk about some of the graduates who have made it to bigger stages such as EFL
- Interview with one of these players?
- Future Plans for BIC Academy
- Call to Action
- GV's & Background Music throughout interviews

Joe - Idea Generation

> For the 10th anniversary, I would like to make the documentary so that the creator of the Academy, Patrick Williams, can tell his story from the beginning of how he got into coaching after being injured and unable to play.

> opening scene would be an establishing drone shot of the Bristol Inner City training grounds. Nearing the end of the shot, you'd be able to hear a question being asked to Patrick about the academy or his story, which it will then cut to Patrick standing in front of the academy logo or somewhere that will create a background atmosphere. There will be a front and side camera angle when talking to Patrick and when a question is asked about the training, there will be footage shown whilst he is talking, to show what he is saying and how professional the workplace is.

> The theme of the documentary as you might know is Patrick's story and how he got the academy to where it is now. <https://youtu.be/Ta6UctHoK60?t=116> This is the kind of style that I want to follow as it shows the inner workings of the academy from the coaches perspective and it has these different scenic shots whilst he is talking

> The reason I like this idea is because it not only appeals to the younger audience, it also shows potential sponsors that they are professional and great at what they do.



George - Idea Generation

- 1. How boots and kits are made**
- 2. filming of youth academy teams**
- 3. Manager interviews**
- 4. Player interviews**
- 5. Clubs sponsors ?**
- 6. What it takes to be a top tier groundsman**
- 7. Star players for clubs**

